



www.townofnorthandover.com/recycle

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Summer 2009



New Committee Name, Expanded Mission

Out with Solid Waste, in with Sustainability

The newly renamed North Andover Sustainability Committee is taking on some big initiatives. Since its inception in 1997, the North Andover Solid Waste Advisory Committee has worked to increase recycling and decrease solid waste. To that end, we have implemented many programs and initiatives. Remember when the only plastics we collected were #1 and #2 gallon milk jugs? We've come a long way. (See timeline.)

Sustainability is all about using the earth's resources at a pace that can be sustained indefinitely, whether we're talking about trees, water, or fossil fuels. So, our committee is broadening its focus to look at more than just the trash we generate. We are also looking at energy use by both the

town and its residents. Look for articles from our Municipal and Residential subcommittees to see what we're thinking about. To help put all of our projects in some context, we will also be conducting a greenhouse gas inventory for the whole town. This will give us a measure of the amount of greenhouse gas we are emitting and the energy we are consuming as a community in three sectors: residential, municipal, and commercial. For each sector, we will have a measure of the energy use for buildings, transportation, and waste.

If you'd like more information about our current and future projects, please see our website, www.townofnorthandover.com/pages/NAndoverMA_Recycling/index.

If you are interested in joining the committee, we have open positions in residential, municipal, and committee coordination. Please submit a letter of interest to the Town Manager's office at 120 Main Street.

Timeline of Committee Accomplishments

- 2002: Started the neighborhood recycling program
- 2002: Established policy regarding public space recycling
- 2003: Kicked off annual Earth Day Cleanup
- 2004: Expanded plastics collection to include all #1 and #2 plastics
- 2005: Expanded plastic recycling to #1-7
- 2005: Instructed trash collector to leave recyclables
- 2005: Introduced "One Person's Trash..." (this publication!)
- 2005: Began rain barrel distribution events
- 2005: Offered annual confidential document shredding
- 2006: Started annual Town-Wide Yard Sale weekend
- 2007: Added book collection (now moved to new Recycling Drop-Off)
- 2008: Transitioned to single-stream recycling
- 2008: Kicked off weekly recycling collections

North Andover residents clean up the town

On Saturday, May 2, over 250 volunteers picked up litter around town during the seventh annual town-wide Earth Day Cleanup.

In addition to the traditional beverage cans, bottles, paper, coffee cups, plastic bags, and other trash you might expect to find by the side of the road, some other surprising items were retrieved. These included rusted hot water tanks, large automobile body parts, a vacuum cleaner, automobile tires, a 100 dollar bill, hubcaps, dog waste in plastic



Jennifer Miceli, Martina Rethman, Morgan Fox, Maddie Romano, and Annie Mellen cleaned up Drummond Park.



Brownie Troop 177 picked up trash around the old town center.

bags, metal pipes, rusted mufflers, and a lot more. All together, nearly two freight-car-sized dumpsters of trash were removed from our streets and parks.

A big thank you goes out to all our volunteers for their hard work, and for not being afraid to get down and dirty with the trash in order to make our town a nicer place to live!

Special thanks to our sponsors, Wheelabrator and Whole Foods Market, and to the DPW and the Police Department who were a big help.

How much does it cost to throw things away?

Everywhere you go, people are talking about the economy. The cities and towns of Massachusetts are no different. Belt tightening is happening in companies, municipalities, and homes across the state and the nation. This past winter didn't help. With the incessant snow storms, towns have far exceeded their budgets with plowing and sanding. Now with the winter over, the roads are in dire need of repair. All this costs money—money which towns strive to carefully spend for the benefit of the residents.

One way residents can help towns save precious financial resources is by making sure that all items that can be recycled are placed in the recycling bin. Figure 1.0 shows that annually 80% of our waste in North Andover is disposed as garbage compared to only 20% recycled.

What does this mean financially? Last year, the North Andover Department of Public Works paid \$70.50 for every ton of trash thrown away. Town residents threw out 9,325 tons of solid waste, which means the town spent \$657,413 just to dispose of our trash! Figure 2.0 shows how much has been paid to dispose of trash each year in North Andover during the past seven years.

The good news from Figure 2.0 is that North Andover has increased the percentage of waste recycled over the last five years. However, much more could be done. This is especially important because the DPW pays nothing to recycle and, in good economic times, receives payment for the recycled goods collected.

Therefore, by pitching in and recycling as much as possible in your home, North Andover can save precious funds that can then be used for other important goods and services for the community, such as hiring a teacher at one of our schools or purchasing playground equipment for our parks. Just look at the top of your trash barrel—what could be recycled? The next time you throw something away, ask yourself, "Is this really trash?" Remember that paper, cardboard, cans, bottles, and many plastics are recyclable. Look on the DPW website to find a

complete list of what can be recycled.

If, as a town, we recycled 20% more of our trash, we would save \$131,000 each year. If we recycled 50% more, we would save \$327,599 annually. You may think that it would be impossible to recycle 50% of what we currently throw away, but North Andover generates more than twice the amount of trash per household than some similar towns (3,100 pounds per household per year versus 1,200 pounds per year). We have a very good recycling program. Let's use it. The savings can really add up! Let's give it a try so North Andover funds are freed up to pay for other important town goods and services, and, of course, for the good of the environment.

Figure 1.0 – Solid Waste vs. Recycling

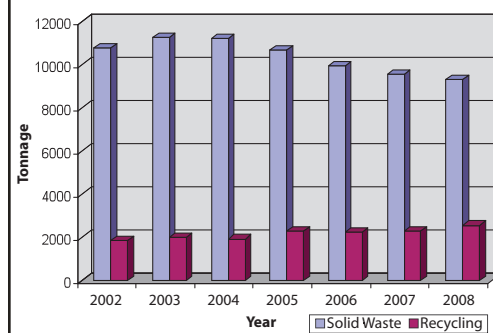
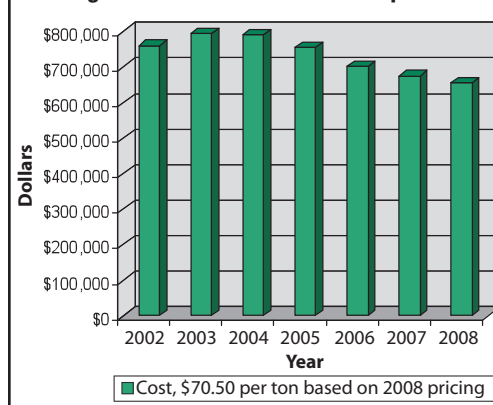


Figure 2.0 – Annual Cost for Disposal



For municipal operations, sustainability also saves money

The new North Andover Sustainability Committee includes a subcommittee focused on municipal operations which will focus on energy consumption, trash generation, and transportation. Town activities are substantial, and the subcommittee is focused on making operations more environmentally sustainable. What does that mean? It means reducing energy consumption in existing buildings, introducing green design elements into new building projects

and renovations, and reducing solid waste generation by recycling.

Environmental sustainability doesn't just save the environment—it saves money! For example, schools and other town buildings generate large volumes of trash. The cost of disposal is much more than the cost of recycling, so it saves money to recycle.

The subcommittee has been meeting with the design team of the new police sta-

(Continued on Page 4)

What will you carry?

As a result of the recession, conspicuous consumption is out and frugality and conservation are in. However, as we learned with last year’s high gas prices, once things are back to normal, our new-found habits don’t always last.

As some bright spots begin to appear on the economic horizon, now is a great time to think about your habits, both new and old. What changes have you made? Which will you keep? Which will you give up to return to “normal”? As you are asking yourself these questions, remember that waste reduction, reuse, and recycling, like water and energy conservation, are great habits even when times are good.

Here are some habits that you and your family can carry into the future:

- Carry a list when you shop. Evaluating what you have and making a list of what you need will help you “use up” what is in your house. This reduces waste, especially of food, and saves you money.
- Carry in your own shopping bags, refillable water bottles, and reusable coffee mugs. Eliminating unneeded packaging waste helps keep store costs lower and reduces litter and waste.
- Carry out your bank receipts, food orders, and more. Rather than heading to the drive-through and idling your vehicle, wast-

ing fuel and creating air pollution, stop, park, and walk. You’ll get a bit of exercise, see people, save energy, and probably won’t spend any more time.

- Carry over last year’s supplies. Clean out last year’s backpack for school. Organize your office and school supplies, using what you have before buying additional items.
- Carry forward items you no longer need, donating or selling usable goods to someone who can use them. Maybe you have a set of towels that doesn’t match your new bathroom paint. Do you know a student heading off to college or a young adult moving into his or her own place? Offer them those usable linens.
- Carry away recyclable and recycled-content products from the store. While you are shopping, select items in containers that can be recycled in our local programs (called “precycling” because you are planning ahead to recycle). Also, look for recycled-content products. Recycling markets have been hard hit by our economic downturn, so be sure you are closing the loop and buying items made from recyclables whenever possible.
- Carry your recyclables home. If you are out and don’t see a recycling bin, take your containers and paper products home for recycling.
- Carry on. The key to good habits is keeping them up.



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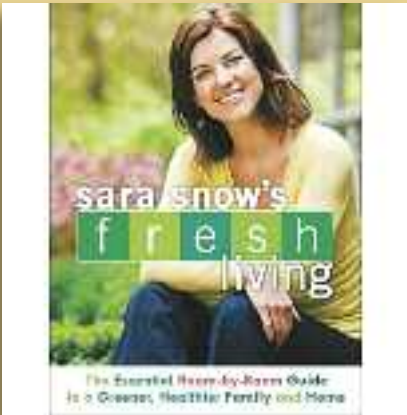
Read more about it!

A Conservationist Manifesto by Scott Russell Sanders (Indiana University Press, 2009)



“My Year Without Spending” by Angela Barton – www.myyearwithoutspending.blogspot.com

Sara Snow’s Fresh Living: The Essential Room-by-Room Guide to a Greener, Healthier Family and Home by Sara Snow (Bantam Books, 2009)



The Simple Living Network – www.simpleliving.net

To Buy or Not to Buy: Why We Overshop and How to Stop by April Lane Benson (Trumpeter, 2008)

Shop smart

When you plan ahead and shop smart, you can green your home and our planet and keep more green in your wallet, too! The phrases hidden in this puzzle will give you tips for making better use of what you already own and shopping smart for what you need.

Find these phrases (look up, down, backward, forward, and diagonally):

- Bring your own bag
- Buy recycled
- Clean out closets
- Inventory pantry
- Make a list
- Organize
- Plan ahead
- Sort what you have
- Shop reused
- Use refillables

G	H	A	A	D	G	R	R	B	X	L	G	E	Z	I	N	A	G	R	O
P	B	V	E	G	Y	Z	D	C	V	X	K	G	W	B	W	Q	E	C	W
B	P	U	M	N	D	O	G	A	N	A	A	K	I	H	W	K	S	L	I
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A	M	E	B	A	A	O	Z	O	N	B	L	Q	W	J	T	W	G	T	K
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T	F	S	S	P	R	Z	X	A	R	Z	I	G	U	F	P	I	O	K	G
R	T	G	S	W	Q	T	Y	C	B	D	Q	C	F	X	U	P	D	S	G
Y	T	J	D	W	Z	K	W	Q	K	F	I	Q	W	W	F	W	P	R	G
D	E	L	C	Y	C	E	R	Y	U	B	Q	F	F	D	U	D	N	B	P

Judging the book by its cover

Covering topics from adhesive notes and batteries to wrapping paper and yoga mats, *The Green Book* by Elizabeth Rogers and Thomas M. Kostigen describes the “big picture” and then offers “little things” that you can do to make our planet a better place. In addition, each chapter offers three “simple steps” you can take to reduce your waste, conserve water, and save energy.

With chapter subtitles like “The Family Vacation That Ate the Planet” and “I Can’t Hang Out With You Because I Have to Call, Text, IM, and E-Mail My Friends All Day,” you’ll be entertained as you learn facts that will amaze your friends and relatives. For instance, reusing



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paper clips could save American businesses \$1 million each year. In Las Vegas, a single 300-room hotel goes through 150,000 small plastic bottles of shampoo per year. By carrying your own refillable shampoo bottles, you benefit from bulk pricing and wipe out waste. Eliminating “phantom” electricity usage by putting electronics and small appliances on power strips and turning them all the way off when not in use could save \$5 billion in electricity each year. There are hundreds of tips on items in use at home, work, school, and more in categories ranging from technology and travel to shopping and sports.

The book includes about 50 pages of Internet resources by category and material.



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Add surfers to the list of sports enthusiasts who are recycling. ReSurf Recycling, founded by Joey Santley and Steve Cox, is taking old and broken surfboards. Most of the boards are pulverized and used as filler material in asphalt and concrete mixes and other products, such as fireproof roofing tiles. However, some of the boards are now used to create new polyurethane “blanks,” the foam that is shaped to create a new surfboard. Recently, they also began recycling neoprene wet-suit production scraps, turning them into yoga mats.

ReSurf joins other sports equipment makers in recycling: Necky, which makes recycled kayaks; Wilson, which produces the Rebound basketball from recycled rubber; Nike, which turns worn-out athletic shoes into Nike Grind track and playground surfaces; and Fair Trade Sports, which makes recycled footballs, basketballs, soccer and rugby balls, and more.

To learn more about surfboard recycling, visit www.resurf.org.

Home: The Big Picture

“On average, you create 4.5 pounds of trash every day. Over the course of your life, that will total six hundred times your average adult weight . . . in garbage. Broken down, your torso would be paper. One leg would be yard trimmings, the other food scraps. One arm would be plastic with a rubber hand. The other would be metal with a wood hand. Your head would be glass, and your neck would be all the other stuff. In the end, we will each leave a ninety-thousand-pound legacy of trash for our grandchildren.”

From Chapter 1, The Green Book



A virtual arts and crafts fair

Are you an artist or crafter? Would you like to turn some of your creations into cash? Check out Etsy.com, an online marketplace where you can buy and sell “all things homemade.” The site features art, bags, candles, ceramics and pottery, clothing and scarves, furniture, holiday items, housewares, jewelry, knitting and needlecraft, paper goods, quilts, toys, woodworking, and more. If a craftsperson makes it, it is probably for sale at Etsy.

This is one of the largest online person-to-person sales sites for arts and crafts. Etsy has more than 250,000 artists and craftspeople displaying items, about 2.3 million members who may browse and buy, and about 10,000,000 unique visitors to the site each month. Total sales of

handcrafted goods through the site in 2008 were \$87.5 million. Currently, more than 3.6 million items are listed for sale.

For artists and crafters, the cost to advertise items on the site is minimal—20¢ per item for a four-month listing. When items are sold, the company collects a 3.5% commission on the sale.

To buy arts and crafts on Etsy, you need an account, which may be set up at no charge. You can search by category, by location, by color, by era (called “Time Machine”), and more. Like eBay, items that you purchase will be shipped directly to you by the seller.

To learn more about selling or buying products through Etsy, visit www.etsy.com.



Photos courtesy of Etsy.com

FAST FACTS

- 67% of Americans believe that even in tough economic times, it is important to purchase products with environmental benefits.
- 51% are willing to pay more for these products.
- 77% agree that they can make a positive difference by purchasing products from environmentally responsible companies and are actively seeking information to verify green claims.
- 40% of consumers regularly buy environmentally friendly cleaning products.

Source: 2009 BBMG Conscious Consumer Report: Redefining Value in a New Economy

Everyday environmentalists

America’s solid waste industry collected and processed more than 63 million tons of recyclables in 2007 and more than 22 million tons of yard and food waste for composting. It is facts like these that have led the industry group, the National Solid Wastes Management Association (NSWMA), to kick off the “Environmentalists. Every Day.” campaign. Our nation’s 386,000 waste and recycling haulers and processors help keep our recycling, composting, and disposal programs moving forward, working as partners with local government and private businesses.

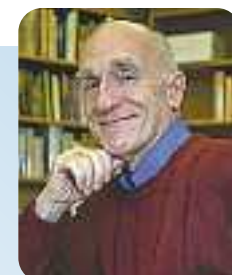
The NSWMA is also the sponsor of the “Slow Down to Get Around” campaign, which encourages drivers of vehicles to be more careful around waste and recycling trucks. Many accidents occur when motorists try to quickly pass slowed or stopped collection vehicles.

To learn more about the solid waste industry, visit www.EnvironmentalistsEveryDay.org.

QUOTES REQUOTED

In order to live, we must use the earth—but we should not use it up. . . . We must conserve the minerals we mine and the products we manufacture, recycling them as thoroughly as a forest recycles twigs, leaves, fur, and bone.

Scott Russell Sanders, 1945–
Writer and conservationist



What size is your Carbon Footprint?

What is a carbon footprint? Picture a big, black boot print on an otherwise pristine green carpet. The size of that footprint represents the tons of carbon dioxide gas emitted into the atmosphere by one person's use of fossil fuel energy over a lifetime. So what are the options for each one of us to reduce our own carbon footprint? We could shorten our lifetime (not a good option!) or lower our energy use and convert to "clean" sources of energy.

Did you know that shrinking your carbon footprint goes hand in hand with saving on your energy bills? Who doesn't want to pay less for electricity, fuel oil, and gas? As you reduce your energy costs, you'll automatically reduce your carbon impact.

Helping fellow North Andover residents reduce their carbon footprint and lower their energy costs is a big part of the mission of the newly reorganized North Andover Sustainability Committee. We're not just about recycling anymore! The committee will be offering information and ideas to residents who want to improve home energy efficiency. Seminars, films, and electricity usage monitoring devices are some of the items in our toolbox. Stay tuned and check our website regularly for program updates: www.townofnorthandover.com/recycle.

If you would like to take an active role in the work of this committee, please send your letter of interest to Town Manager Mark Rees. We welcome your energy!

First annual Arbor Day celebration

On May 14, National Grid donated a linden tree to the Franklin School. As part of the celebration, trees on the school grounds were tagged and each third grader received a tree sapling to plant at home.

The town is seeking a \$10,000 grant through the Department of Conservation and Recreation for new trees to be planted in North Andover. The long-term goal is to have North Andover be recognized as a "Tree Town" by the Arbor Day Foundation and the National Association of State Foresters.

We want your suggestions, questions and comments!

NASC

c/o Department of Public Works

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CONTENT, USING SOY INKS

*Please recycle this publication
after you have read it!*

Garbage is in the bag!

The Green Team has been working with the students and faculty at Annie L. Sargent over the past year to raise awareness about their environmental impact and increase their recycling activities. In early May, the third, fourth, and fifth graders at Sargent School welcomed a very special guest, Dr. T, a trashologist, who spoke to the children about trash.

Dr. T, whose name is Jack Golden,



spent 45 minutes entertaining the children while talking about how, what, and why to recycle. Dr. T engaged the audience and even enlisted a couple of student volunteers to help recycle materials. What do you get when you recycle newspaper, a plastic bottle, and a banana peel? The answer is toilet paper, a hat, and some enriched dirt. The possibilities are endless!

To learn more about Dr. T, visit www.garbageismybag.com.

Sargent students recognized

Each year, the U.S. Environmental Protection Agency holds the Paul G. Keough Earth Artists Program competition to recognize students who make outstanding artistic contributions while raising awareness about environmental problems and solutions. The program aims to reward excellent artists who incorporate a message into their work.

Jeanne Caron, a teacher at the Sargent School, assembled a massive wall mural outside her classroom which was made up of 110 individual works depicting ways to protect the environment. The individual student works showed incredible effort and artistry, along with an impressive understanding of environmental issues.

Sargent School's Green Team submitted this work and other written works to the Earth Artists Program. As a result, the entire fifth grade class won the competition for their collective mural. How wonderful to have an entire class recognized! In addition, awards were given to two fifth graders and one fourth grader for outstanding poetry.

The New England Office of the EPA honored the students in June at a special ceremony in Boston. Read more at: www.epa.gov/region1/students/poem.html.



Photo courtesy of North Andover Citizen Staff Photographer David Sokol



Photo courtesy of North Andover Citizen Staff Photographer David Sokol

Tina Talks Trash!



In March, the Massachusetts Department of Environmental Protection and the Massachusetts Food Association (MFA) signed an agreement which outlines a voluntary program for reducing the number of plastic and paper bags distributed by grocery stores across the state. All of the major grocery store chains, including Market Basket, Stop and Shop, and Whole Foods, are MFA members.

The idea is to reduce the use of ALL disposable bags, whether paper or plastic. Each grocery chain now has its own version of the reusable bag, and most are under \$1. If you do take paper bags, they can be recycled in the town's recycling program. Your plastic bags can be taken back to the gro-

cery store for recycling. OK, I know what you're thinking because I get the question all the time: "I heard that those plastic bags collected at the grocery stores don't really get recycled." That is an old story—throw it away. The plastic bags *really* do get recycled, mostly into plastic lumber used for park benches, decking, and lawn furniture.

Here's the cool part: not only can you return plastic bags, but you can also recycle dry cleaner bags, bread bags, banana bags, produce bags, plastic shrink wrap from the produce department, and even zip-lock bags if you cut the zipper off. Make sure the bags are clean, and remove any paper receipts, staples, etc. The next time you're in the grocery store, thank a manager for participating in this important initiative.

Please do *NOT* put any plastic bags or plastic wrap into your household recycling bin, even if the bag is marked with a recycling symbol. Plastic bags are the number one problem for the type of recycling facility that sorts residential recyclables. The bags get caught in the conveyors that move material through the sorting process and can shut down the whole sorting line.

To learn more, visit www.mass.gov/dep/public/press/0309plas.htm.

Town gets grant to reduce vehicle idling



Children are more sensitive to air pollution than adults because they breathe twice as much and their lungs are still developing. Large numbers of vehicles idle on school campuses every day—during morning arrival and especially during afternoon dismissal. Students, parents, teachers, and bus drivers may all be exposed to higher levels of vehicle exhaust at these times. Additionally, exhaust can be drawn into the school's intake vents and accumulate inside the building. Pollutants from vehicle exhaust have been linked to asthma, heart disease, certain cancers, and other respiratory diseases. Asthma is the most common chronic illness in children and a major cause of school absences.

Beginning in September, the North Andover schools will become No Idling Zones, coinciding with the new law taking effect this summer. Massachusetts General Law and the Massachusetts Department of Environmental Protection idling reduction regulation prohibit unnecessary vehicle idling. Idling is considered unnecessary when the vehicle will be stopped or standing for more than five minutes.

If anyone is interesting in working with the Green Team to roll out this initiative at any of our town's schools, please contact Lisa Conti, larconti@yahoo.com.

Municipal operations...

(Continued from Page 1)

tion building to introduce green-design elements. These elements will increase the building's energy efficiency and reduce energy consumption. For example, a white reflective roof will reduce heat absorption and the need for extensive air conditioning; occupancy sensors and high-efficiency lighting will reduce electricity consumption; and air handlers with thermal recycling modes will burn less natural gas and stretch the heating dollars. These efficiencies not only save money by themselves, but may qualify for significant rebates from National Grid and other energy providers.

The subcommittee is also working with the school superintendent's office to have energy audits performed at school buildings. National Grid is conducting a Whole Building Assessment of the North Andover Middle School. The audit looks at lighting density and intensity, as well as heating and cooling equipment. Energy-efficient lighting has already been recommended that will save thousands of dollars each year in the Middle School alone.

Additionally, the Sustainability Committee has submitted an application to the Massachusetts Department of Energy Resources for a comprehensive energy audit of several town buildings.

We're looking for enthusiastic new members, especially if you have a background in engineering or architecture. If you would like to join us, please submit a letter of interest to the Town Manager's office at 120 Main Street.